



Frameworks and Approaches for Understanding Engagement as Impact

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ENGAGEMENT AS IMPACT

SMART POWER = hard power + soft power, or the full range of tools at our disposal – diplomatic, economic, military, political, legal, and cultural – picking the right tool, or combination of tools, for each situation

SMART POWER EFFECTIVENESS = listening, communicating and cooperating

ENGAGEMENT = means to understand how well we are communicating

ENGAGEMENT EFFECTIVENESS = increasingly difficult to measure in increasingly complex media environments



UNDERLYING ASSUMPTIONS

- Added value of integrating online and offline data
- Access to Information is key currency
- Focus on:
 - Communication Infrastructure
(Ball-Rokeach et al.)
 - Information Horizon
(Fisher, 2010)





ENGAGEMENT, STRUCTURE & NETWORK

ENGAGEMENT STRUCTURE NETWORK

Central role of Ethnic media

Central Role of State Media
Mody (2010)

Communication Ecology

Multi-level

Story-telling and content-sharing networks

Word-of-Mouth/Interpersonal networks
(Chatterjee et al., 2009)



1. ENGAGEMENT

INTERMEDIA'S ENGAGEMENT INDEX TM



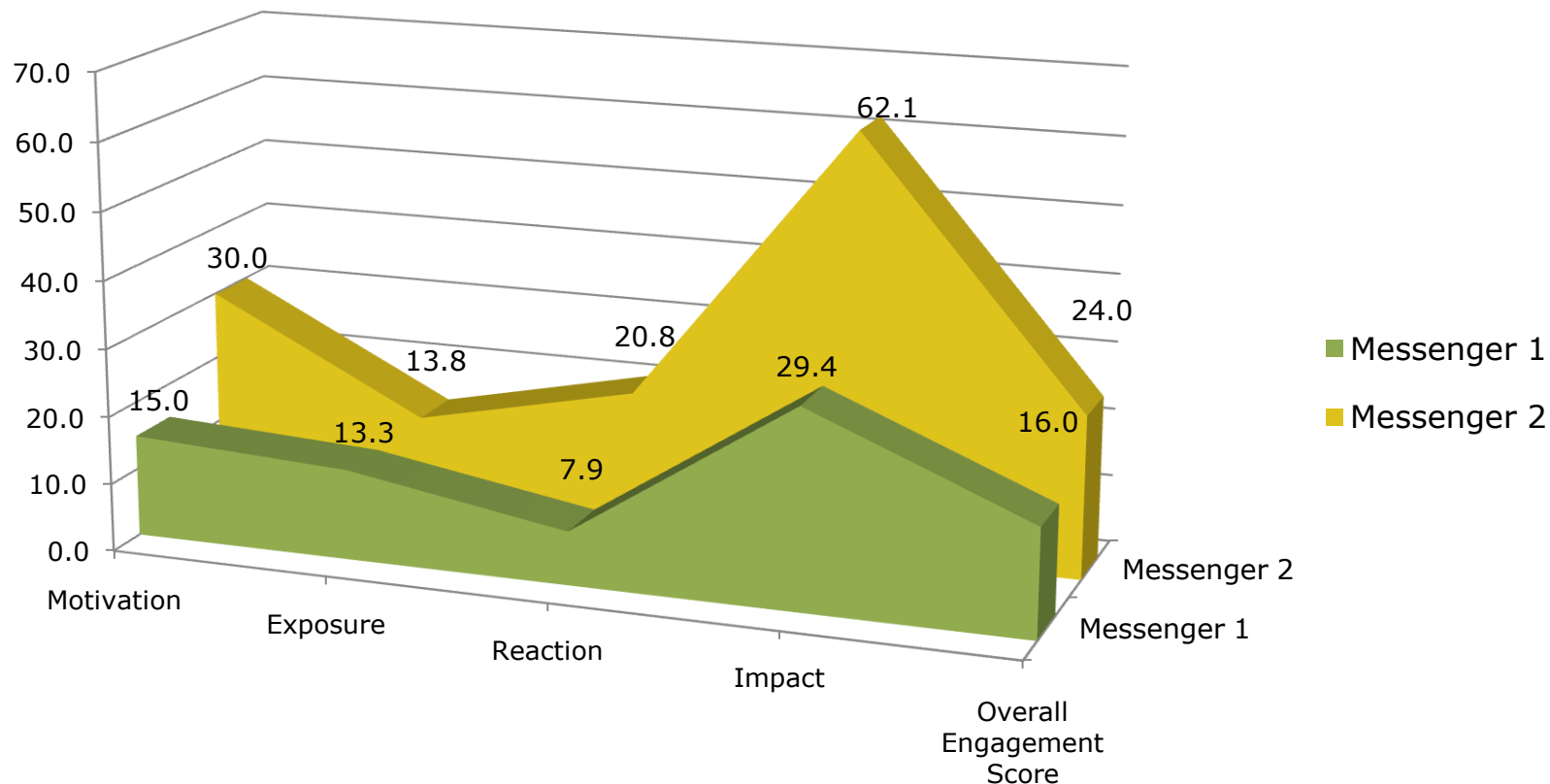


4 DIMENSIONS OF ENGAGEMENT

- The **motivation scale** captures the level of awareness, perceptions and expectations of the content offering
- The **exposure scale** measures the amount and frequency of hearing, seeing and consuming the content
- The **reaction scale** measures the citizen assessment of the content to which they were exposed
- The **impact scale** measures the self-reported knowledge acquired, shifts in attitudes and predisposition to behave or actual action as a result of exposure



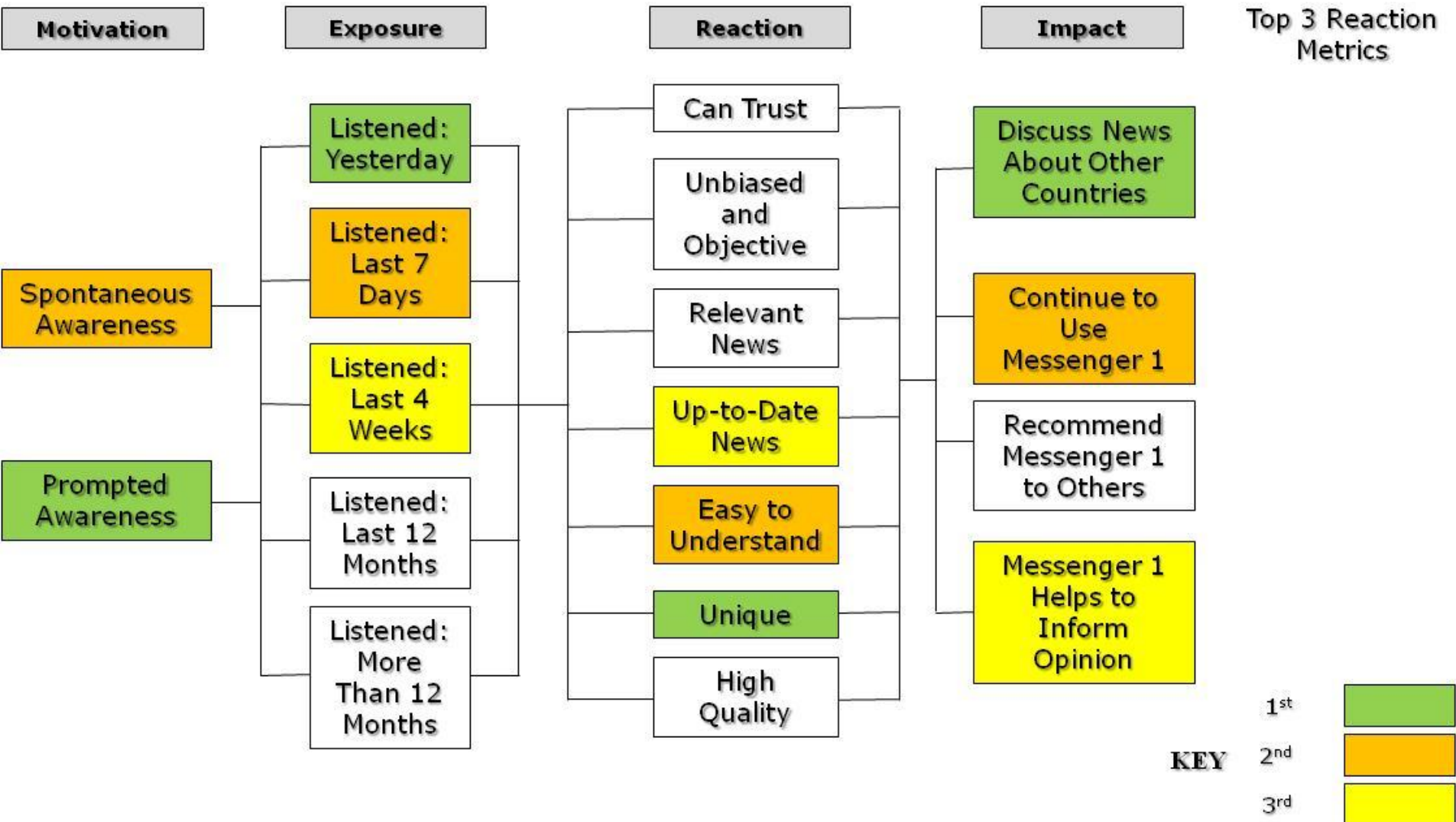
COMPARISON OF MESSENGER 1 AND 2 DIMENSION SCORES FOR ENGAGEMENT INDEX



Aware of Messenger 1 n=1625
Aware of Messenger 2 n=2715

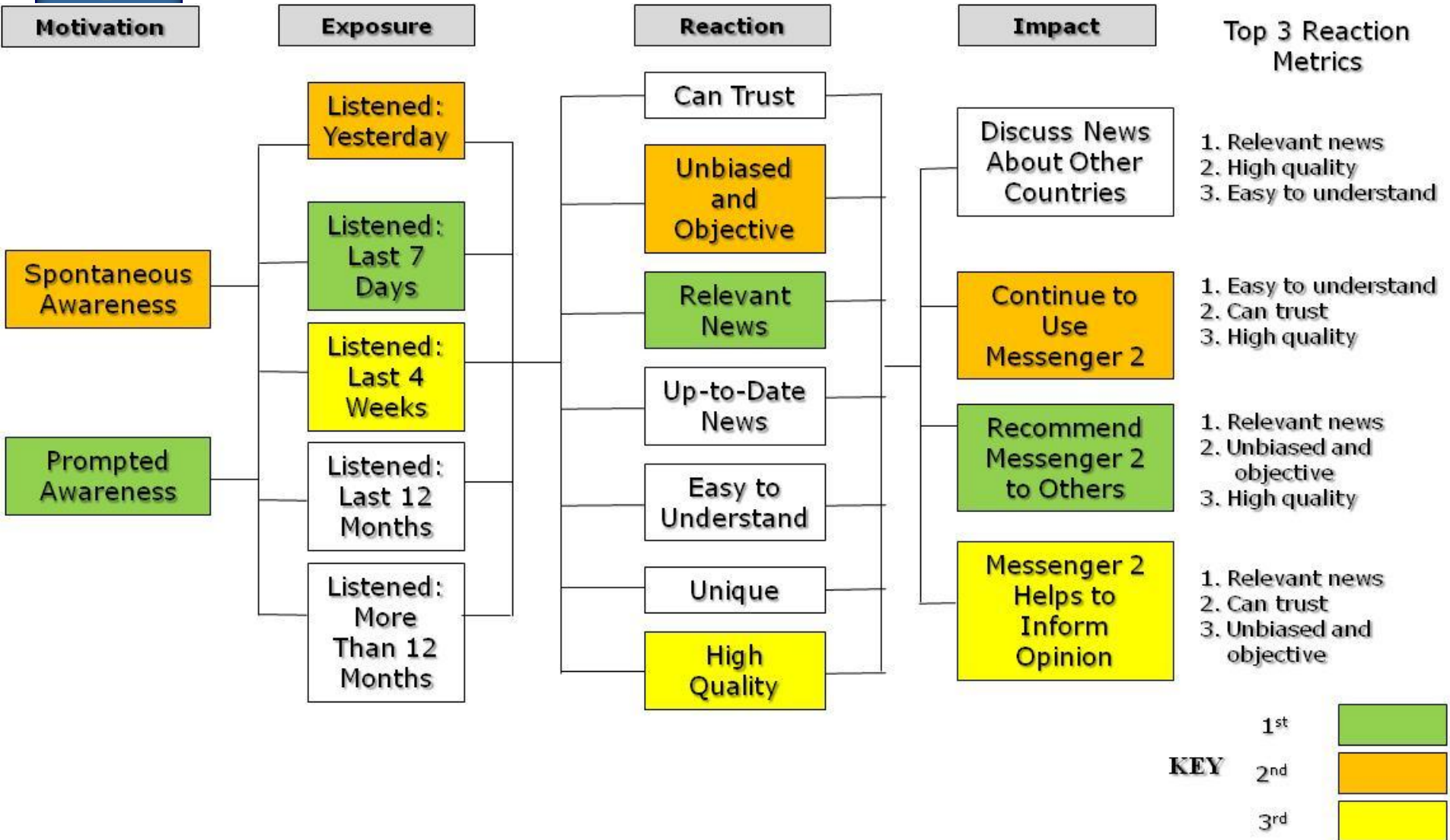


MESSENGER 1 - Up-to-Date and Unique – Key Drivers





MESSENGER 2 – Relevance and Trust – Key Drivers



ENGAGEMENT TERRITORY™



- The **Engagement Index™** consists of a standard framework and four dimensions; however the principles can be applied flexibly across media platforms or formats.
- Where and how the Engagement Index is applied is the **Engagement Territory™**.
 - For example, one can have individual engagement scores for an offline campaign and online offerings, which can then be aggregated to create an overall engagement score for the entire campaign.
- The engagement score can also be applied to a country, a specific target area or demographic segment, and/or a transnational online population.
 - The variables feeding into the score will change to reflect the measures appropriate to a given country, population and/or platform, while once again the dimensions and framework will remain the same.
- Thus, the Engagement Index can provide a macro or micro perspective on the four dimensions of engagement of a given messenger, platform or format.





2. STRUCTURE – FOUR LEVELS OF ANALYSIS APPROACH™



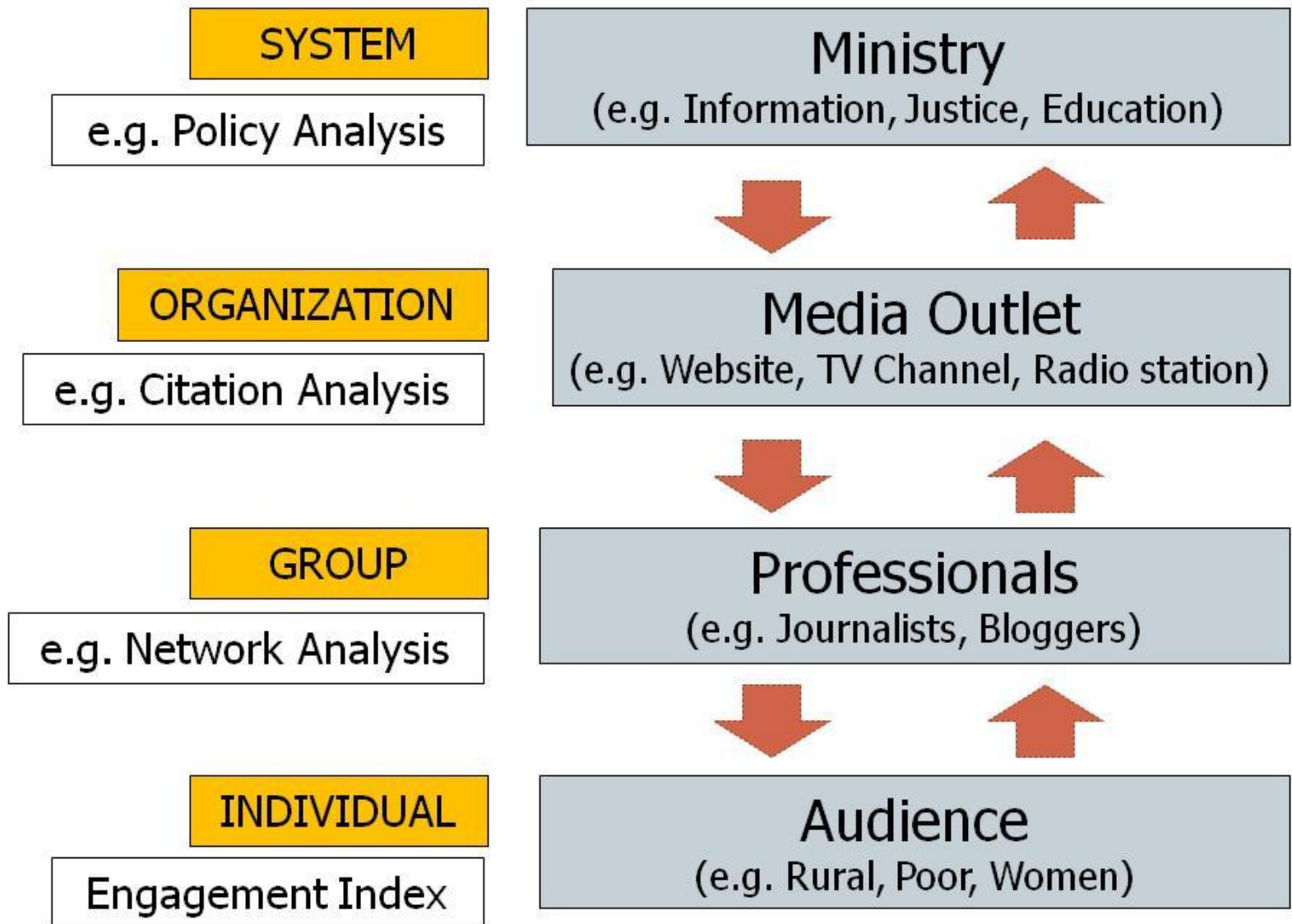


CONSIDERATIONS ON IMPACT

- Impact **over and above** individual engagement.
- Impact may be manifest among **professional groups** (e.g. journalists, bloggers etc.), on **organizational practices** (e.g. media houses) and on **systems** (government ministry policies and practices).
- It is imperative to have a robust and **triangulated research framework** that captures evidence of these kinds of impacts on different levels.
- Multilevel modeling can be used to examine relationships between different levels.
- The **4 Levels of Analysis Approach** embraces these considerations.

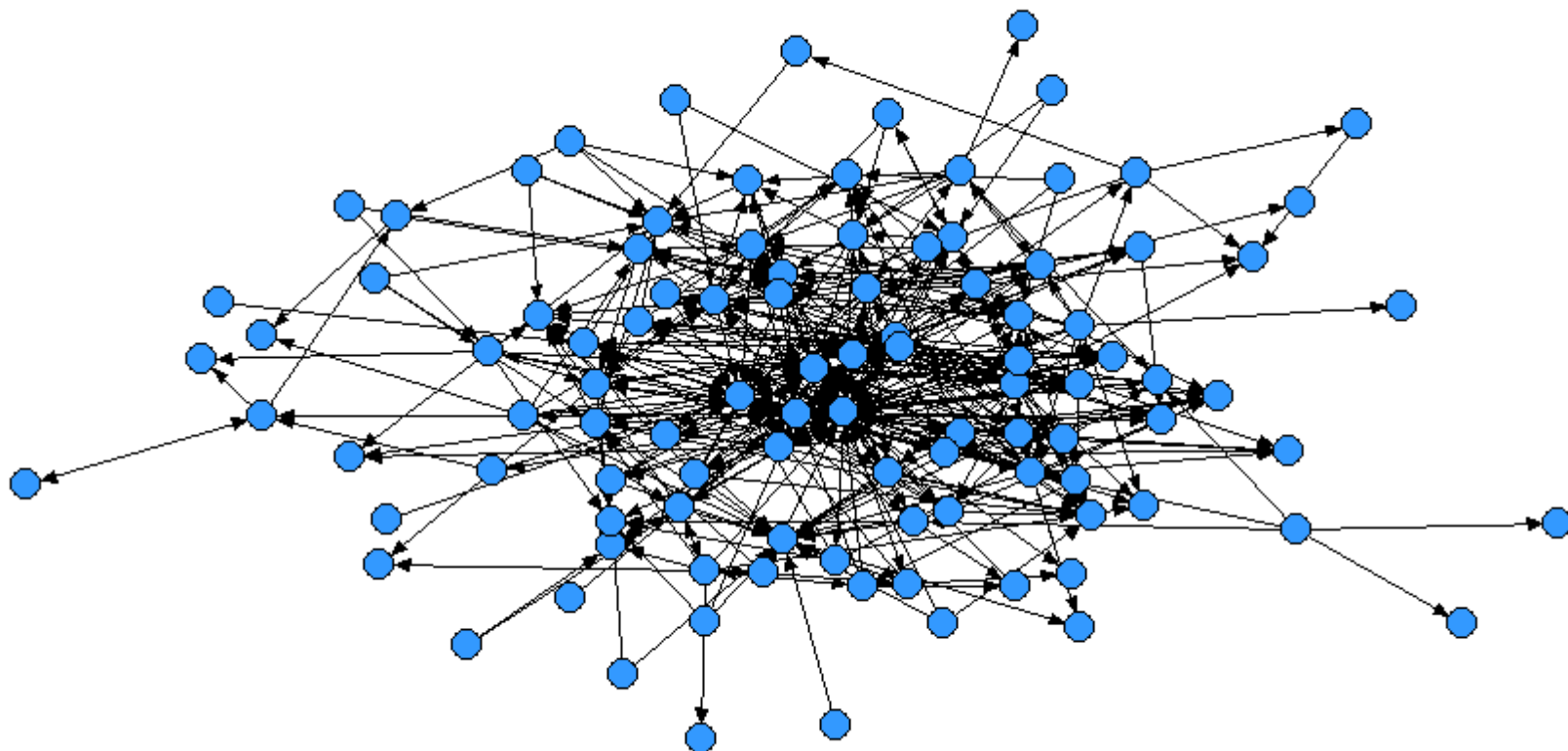


4 LEVELS OF ANALYSIS APPROACH TO IMPACT™





ORGANIZATIONAL PARTNERSHIPS – RIGHTS NGO

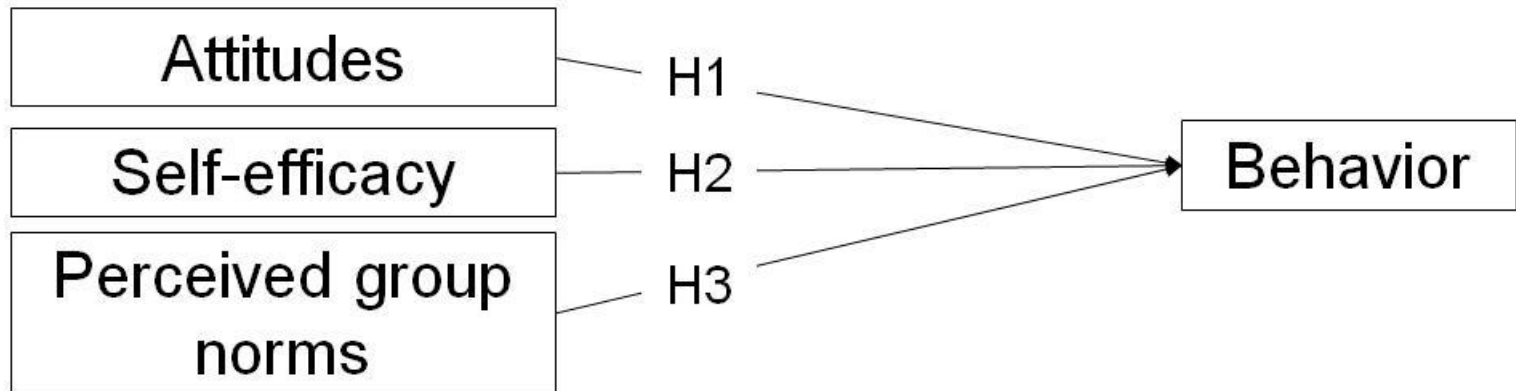


Annenberg Networks Network; Source: Gould, 2009



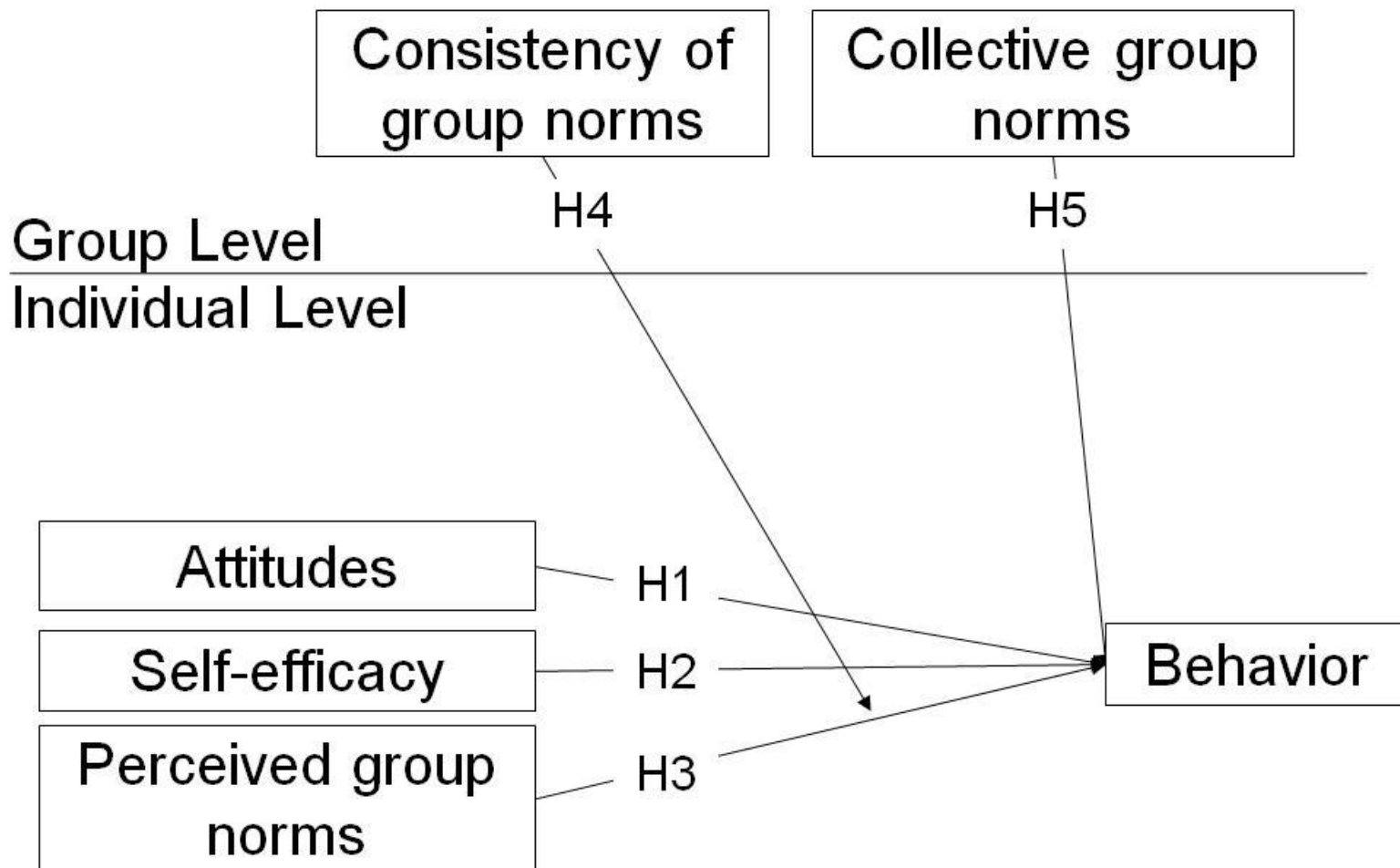
INDIVIDUAL LEVEL IMPACT

Individual Level





MULTI-LEVEL IMPACT





3. NETWORK

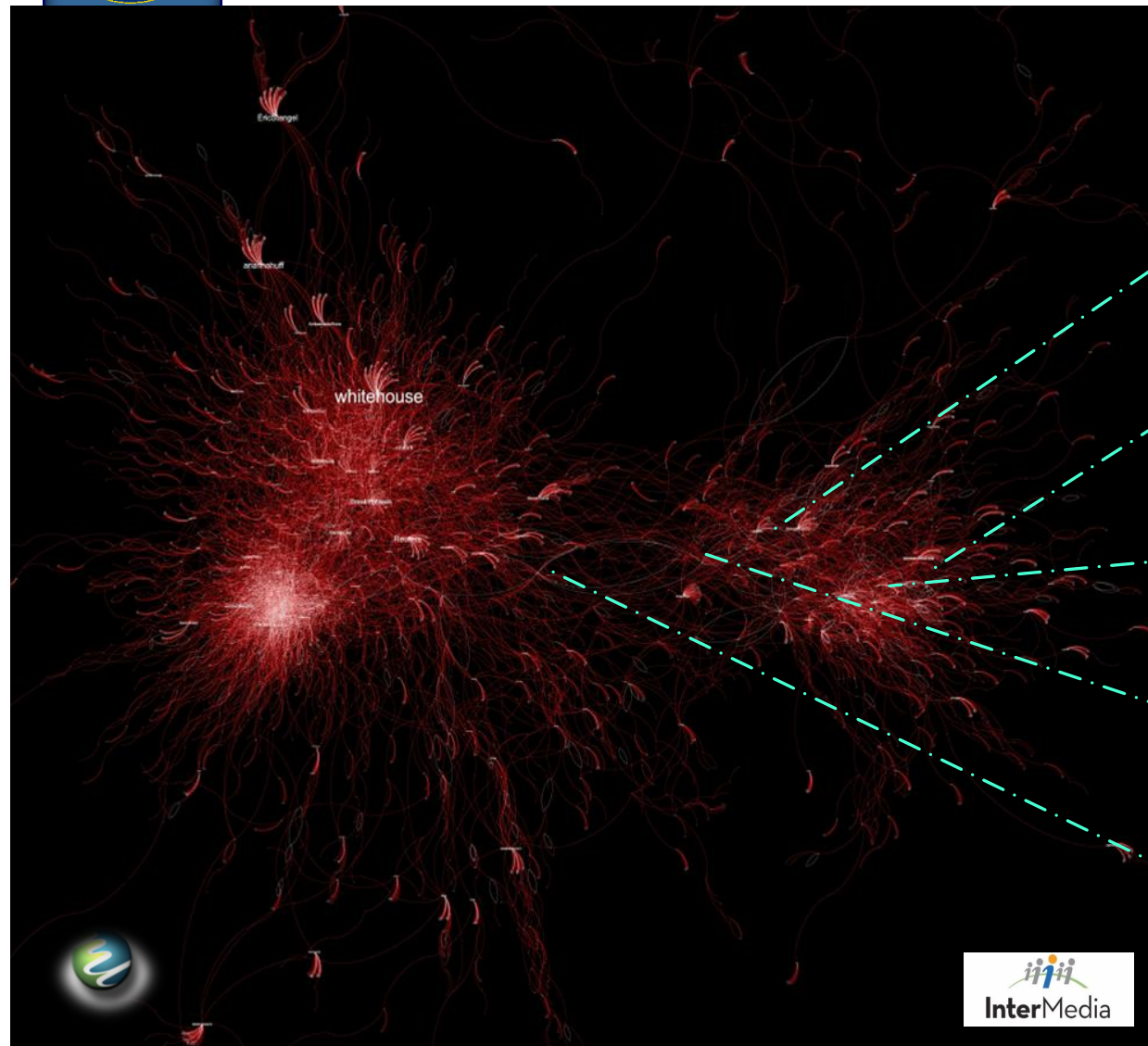
HUMANS HUDDLE

ORGANISATIONS ARE PARTICIPANTS IN A
COMPLEX MATRIX OF MULTI-HUB, MULTI-
DIRECTIONAL NETWORKS

RADIALITY APPROACH - IDENTIFIES THE
INFORMATION ENVIRONMENT WITHIN WHICH
THE 3DS OPERATE.



INFORMATION ENVIRONMENT



Key nodes

LeisecaRJ



Celsoathayde



Maria_fro



JairoRoberto



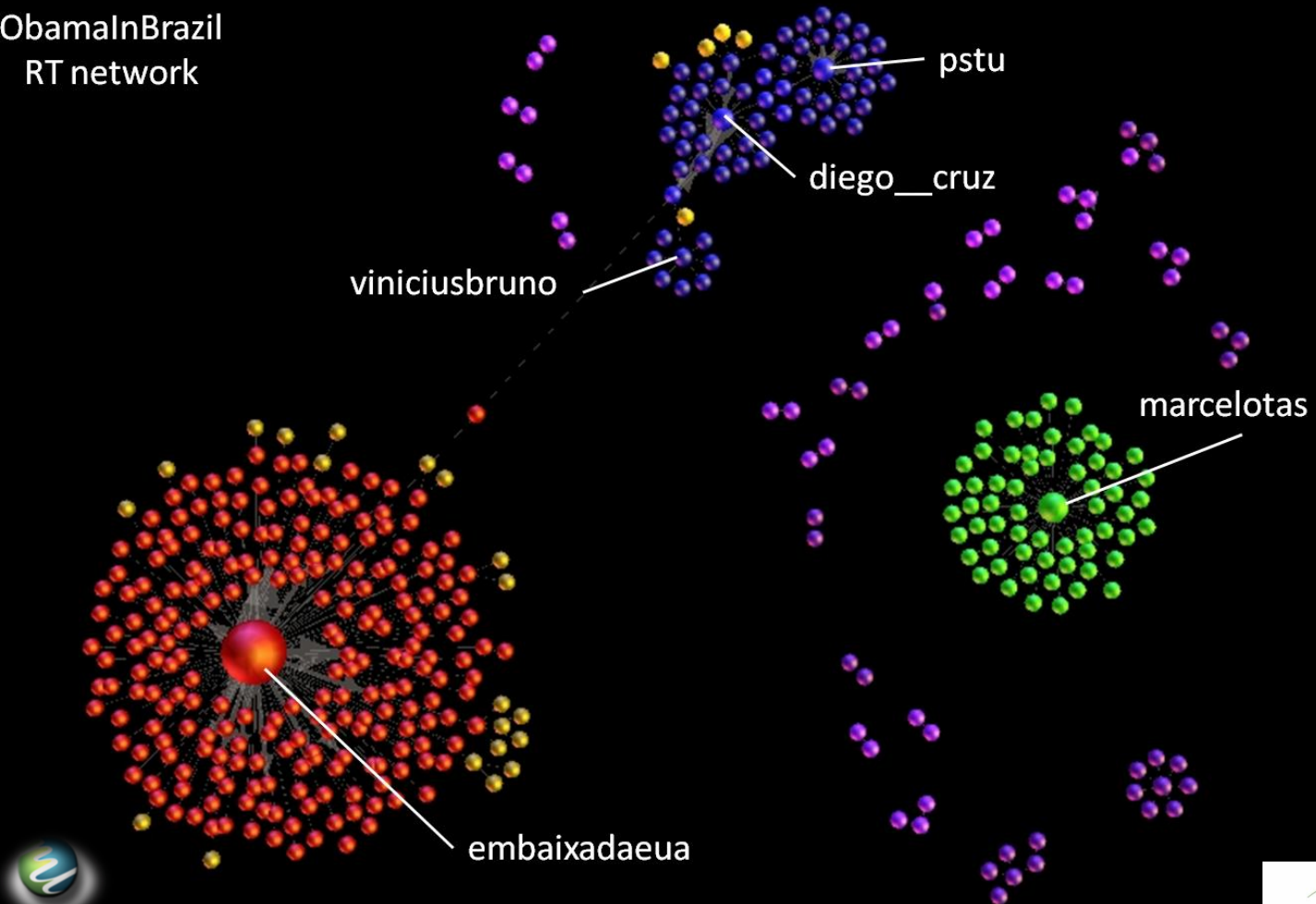
Dominiofeminino





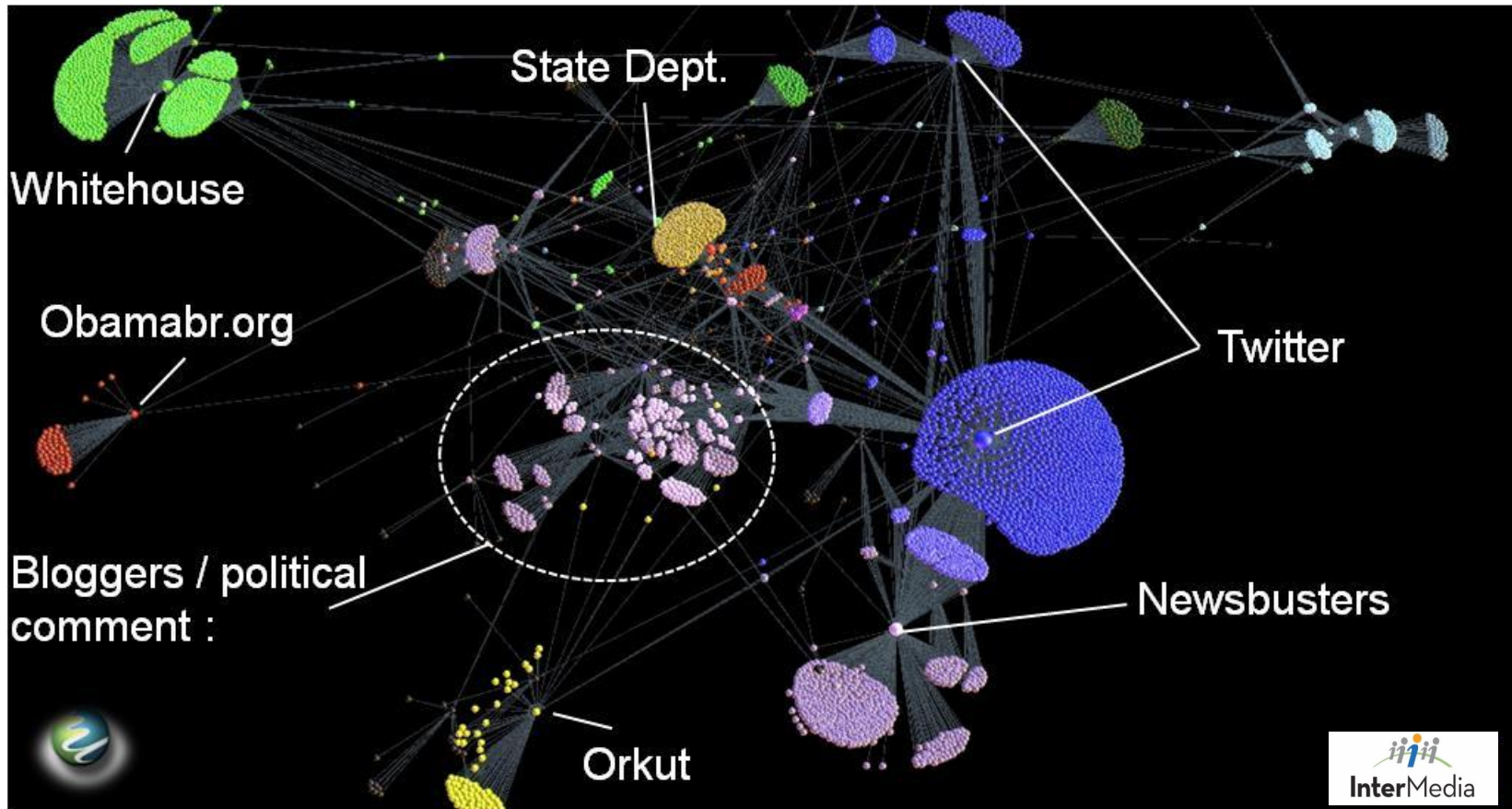
NETWORKS SHARING INFORMATION

ObamaInBrazil
RT network





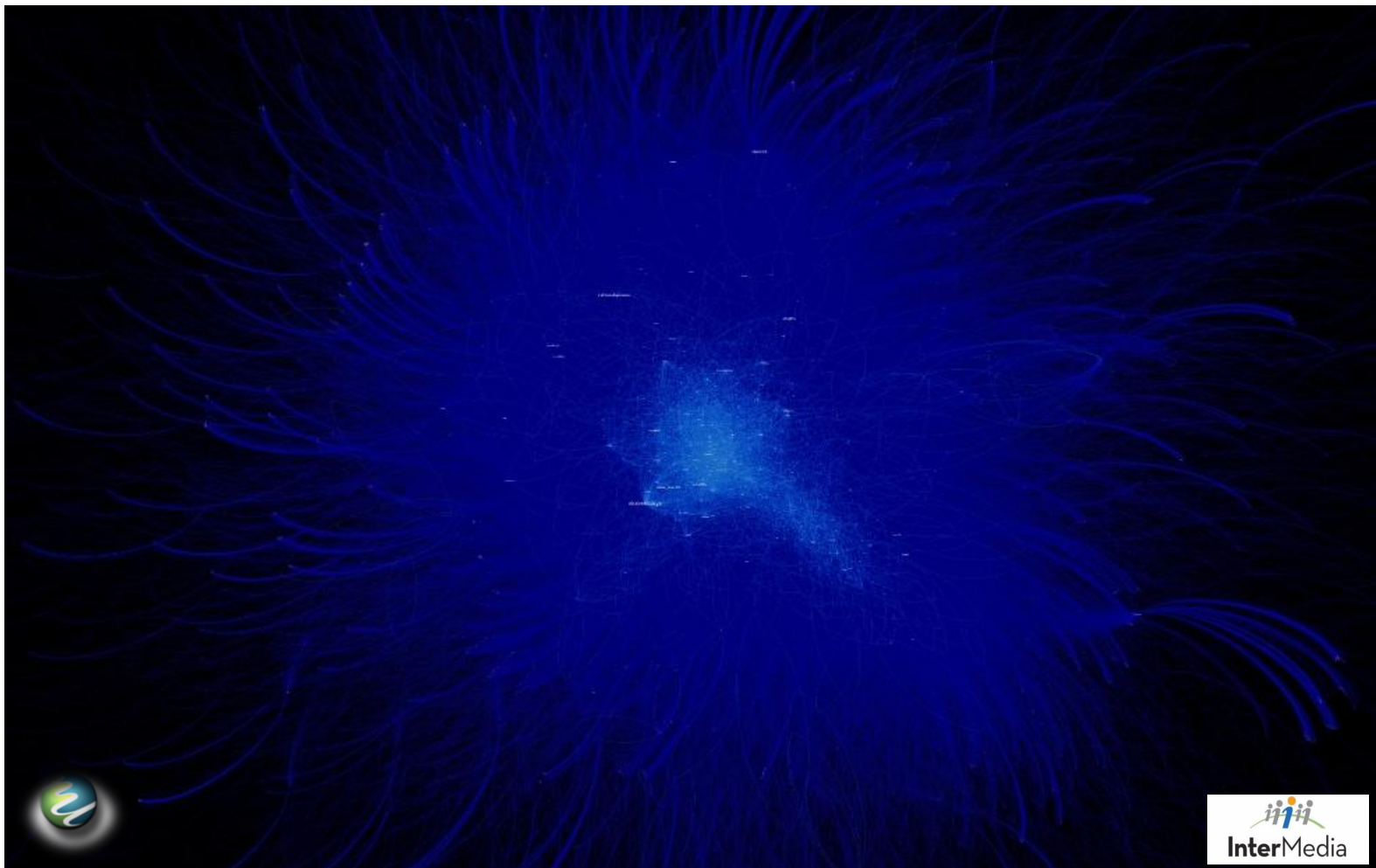
DIGITAL LANDSCAPE FOLLOWING POTUS VISIT



Relationship between sites linking to obamaBR.org



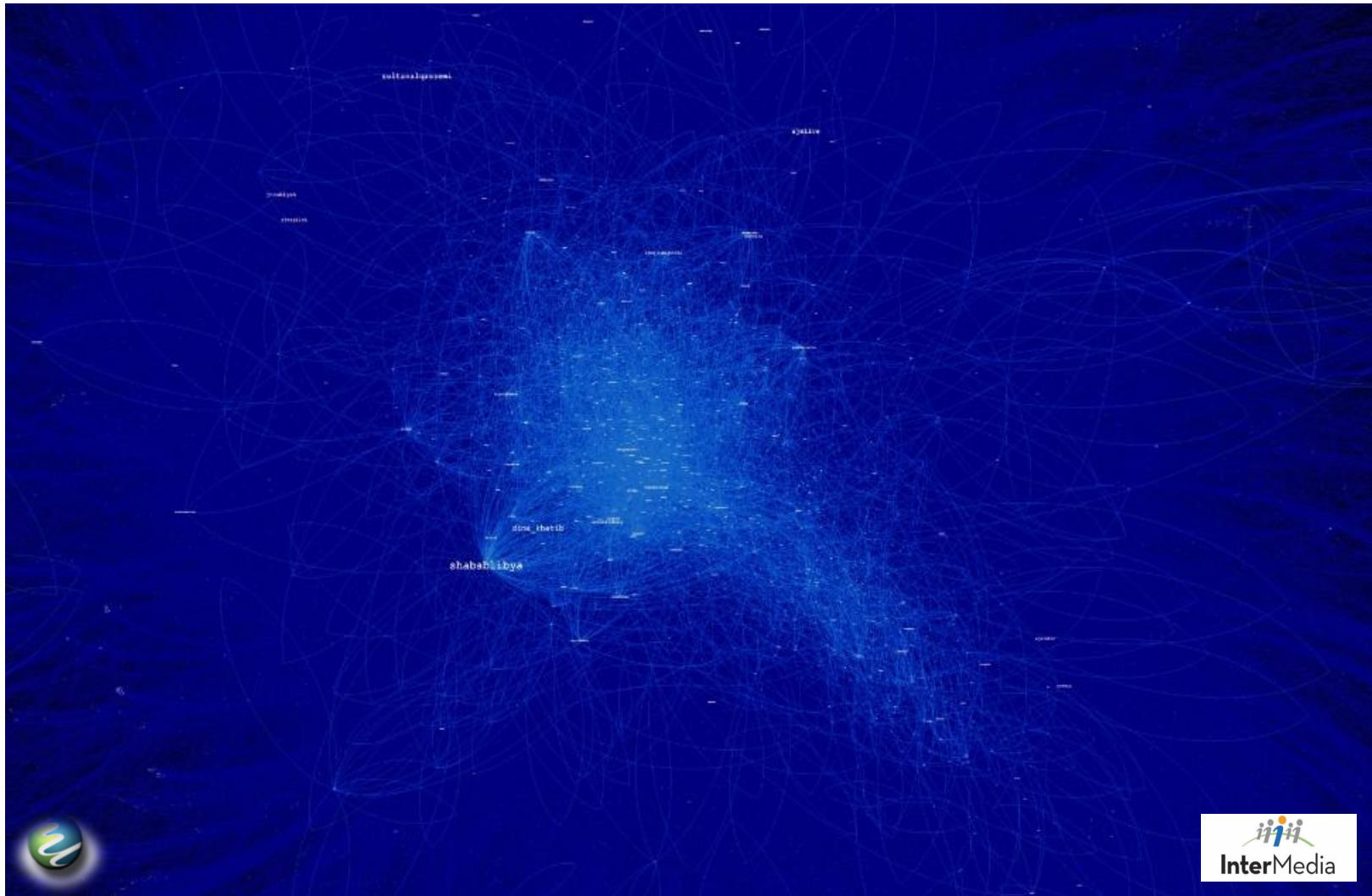
INFORMATION FLOW IN A CONTESTED ENVIRONMENT



#Libya



CLUSTERS SHARING INFORMATION





RADIALITY APPROACH – FACILITATE ENGAGEMENT IN THE INFORMATION ENVIRONMENT

- Information transmission
- Identification of key nodes / information producers
- Identification of active clusters, digital insiders
– influential clusters, influencing communities
- Listening posts – identifying needs within particular communities



FINAL CONSIDERATIONS

- The imperative to capture the complexity of engagement with robust and versatile methods
- The imperative to recognize the impact of context and structure on measures of impact
- The imperative to gather evidence of relationships and connections within networks offline and online

